



ACTION SELLING™

SELL MORE. BE MORE.



“My Future Sales Career Will Change Dramatically Because of this Program. I Guarantee it.”

Geoff Bosse
Dakota Supply Group

Benefits of Certification

- ✓ Develop New Methods to Create and Sell Your Unique Value
- ✓ Establish the Best “Call Plan” Prior to Customer Contact
- ✓ Install a Clearly Defined Consultative Sales Process for Consistent Sales Success
- ✓ Discover How to Effectively Gain Commitment From Prospects and Clients
- ✓ Learn How to Sell More Meetings and Ratchet up Your Productivity

Register Today

For More Information or to Register for Training call:

(800) 232-3485

E-mail us at:
info@thesalesboard.com

What Is Action Selling?

Action Selling is a complete sales process used to differentiate you, your company, and your products or services. Salespeople who master *Action Selling* increase sales 6X and make more money. Action Selling:

- Provides an effective research-based system of learning and in-the-field application that integrates smoothly into a variety of sales environments
- Is uniquely designed to be in complete alignment with BUYER's natural decision-making process
- Identifies selling skills which can be assessed, taught, practiced reinforced and measured
- Makes a career-long positive change in the selling style – producing significant results

Certification Workshops

Action Selling offers workshops designed to teach the Action Selling Process in an interactive, classroom style learning environment. You will walk away with a clear understanding of the tactical and strategic skills necessary to ensure success in competitive selling situations.

The instructor-led workshop utilizes multiple tools including videos, workbooks, group exercises and role play scenarios to ensure the principles are taught and applied correctly.



A variety of multi-media learning tools are provided to each workshop participant.

Open Workshops

Open Workshops are designed for individuals and/or small teams of sales people. An Action Selling instructor will lead the group and provide attendees with practical ways to apply the Action Selling process to their selling environment.

Open Workshops are also an opportunity for sales managers and trainers to experience the Action Selling process and see how it can be applied to your organization in ways that will leverage your sales efficiency and accelerate sales growth.

See the reverse side for dates and times of upcoming Open Workshops.



Who Should Attend?

Action Selling Certification Workshops are designed to instruct sales professionals how to implement the Action Selling Process into their sales cycle. Ideal candidates include:

- Experienced sales professionals looking to sharpen their skills and expand their success
- New sales people wanting to learn how to build long-term relationships and sell effectively
- Smaller sales teams with one to nine members
- The sales pro who wants to better manage the sales process and shorten the sales cycle
- Sales managers who coach sales people with a variety of skill levels

Course Format:

Action Selling Workshops are facilitated by a professional certified Action Selling trainer. Our materials are designed to maximize student interaction and trainers help students apply the key concepts directly to their business and selling situations.

Open Workshops include 11 different learning modules taught over a two day period. Each module explores the relationship between the prospect's critical buying decisions and the 9 Acts of the Action Selling process.

A unique aspect to Action Selling training is that once the workshop is complete, the training continues.

As part of the Certification Workshop participants also complete an additional assessment and a 3 to 6 month skill drill program that continues to reinforce the use of Action Selling in their daily sales activities.

All of these activities are designed to help participants apply Action Selling successfully pass the final certification test.

Action Selling Training Continues After the Workshop...



Action Selling training isn't just a workshop. The training continues with a 3 to 6 month series of skill drills that reinforce the Action Selling process in daily sales activities.

Upcoming Workshop Dates

- January 10 & 11, 2012
- February 7 & 8, 2012
- March 6 & 7, 2012
- April 3 & 4, 2012
- May 1 & 2, 2012
- June 12 & 13, 2012

Unless otherwise noted, all workshops are presented in a two-day format running 8:00AM to 5:00PM on day one and 8:00AM to 4:00PM on day two.

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Action Selling Certification Workshop

You have the creativity and work ethic...now add the process. Learn the Action Selling sales process and you and/or your team will have an effective and time-tested process for gaining commitment and making more sales.

Workshop Content

INTRODUCTION:

Overview of the Action Selling process including the 5 critical buying decisions, the 9 Acts of the Sale, and how they are related

PLANNING TO WIN:

Discover the most frequent mistake in selling and how to avoid it, planning your sales calls with a commitment objective in mind

SELLING THE SALESPERSON:

Leveraging your people skills to sell yourself, asking the best questions, advanced questioning skills, and agreeing on your customer's needs

SELLING THE COMPANY:

Selling using a company story, creating positive company statements

SELLING THE PRODUCT:

Classic product presentation errors, using TFBR's to present your product solution

ASKING FOR COMMITMENT:

How to ask for commitment, recognizing buying signals, having a strategy to handle stalls and objections

CONFIRMING THE SALE:

Dealing with FUD (Fear, Uncertainty, Doubt) to avoid cancellations and buyer's remorse

REPLAYING THE CALL:

Learning from your successes and mistakes

BEST SALES PRACTICES:

Determining your Sell Cycle Milestones and selecting the best commitment objectives

